

ABSTRACT

DISSERTATION/THESIS/RESEARCH PAPER/CREATIVE PROJECT: Terrific or Terrible: Examining Attitudes towards Video Games and Gamers

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This study provided insight into the how lexical items identify attitudes about video games and gamers. The comments of a TED.com presentation by Jane McGonigal provided the discourse for the study. Discourse analysis was used to analyze the commenters' lexical choices and code them into positive, negative, mixed, and neutral attitude categories. Furthermore, comments were analyzed for whether they were general or personal, if they included self-identification as a gamer, and the motivations behind the positive or negative attitudes towards games and gamers. The results indicate that there are slightly more positive attitudes towards games and gamers than negative, mixed, or neutral attitudes. The gamer stereotype was also found to be the basis of many negative attitudes, as well as the reason so few commenters self-identified as gamers.